GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5091
ANSWERED ON:28.04.2005
USE OF MASS COMMUNICATIONS
Deshmukh Shri Subhash Sureshchandra

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is making any special efforts for better use of means of mass communications for education, public health, agriculture, rural development and women and child development;

(b) if so, the details thereof;

(c) whether the Government is utilizing the services of `Eduset` for this purpose; and

(d) if so, the details in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b): Prasar Bharati and all the media units of this Ministry have been engaged in disseminating information to people about various schemes and policies of the Government on education, public health, agriculture, rural development and women, child development etc. AIR and DD broadcast/ telecast programmes such as documentaries, discussions, interviews etc. These programmes are broadcast in major languages and dialects spoken by various smaller communities.

Press Information Bureau (PIB) issues press releases, handouts, features, backgrounders etc to Print Media. Publicity is also undertaken by using latest technologies like Internet. PIB also conducts annual conference called Editors Conference on Social Sector issues (ECSSI) to sensitize the media on developmental programmes on rural development, education, women and child development etc.

The Directorate of Field Publicity (DFP) is making special efforts by organising Multi-Media Campaigns on rural development, Public health etc by way of film shows, display of exhibition kits, distribution of print material, live song & drama programmes, oral communication programmes etc. Song & Drama Division is also presenting programmes on these themes.

DAVP has undertaken a number of campaigns in the area of education, public health, agriculture, rural development and women and child development through various modes of publicity for mass communication viz. press advertisements printed publicity, audio visual publicity outdoor publicity, exhibition and mass mailing of the printed material

Publications Division makes efforts for better use of means of mass communications for education, rural development and woman and Child development mainly through its journals like Yojna, Kurukshetra, Bal Bharti etc. as well as authentic books on these subjects.

(c) & (d): As informed by Ministry of Human Resource Development, `EDUSAT` Satellite is exclusively dedicated for educational purposes. A Core Group has been constituted to suggest ways of sharing EDUSAT resources for all sectors of education including school education.